ABSTRACT OF THE DISCLOSURE

A listing service tracking system and method for tracking a user's interaction with a listing service operates on a core tracking platform that utilizes a "lead" based concept to allow a user to efficiently and concurrently manage a large number of different leads initiated on one or

5   more listing services. In an exemplary embodiment, the core listing service tracking platform is a software application that can be adapted to track a user's interaction with various types of listing services and to communicate with and integrate various types of ancillary services, such as e-mail, calendar systems, alerts systems, and the like.

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